

Novelties  
for Every  
Department  
ex Ventura

# Grand Opening Display

The  
Finest Stock  
We Have  
Yet Shown

**NOW SHOWING** the finest line Merchandise that ever came to this city. Many are the compliments received. The first day's business exceeded by far our fondest anticipation.

## READY-MADE APPAREL



More than ordinary care has been taken in preparing for the event. We turned a deaf ear to all the "Jobs" of Ready-Made Apparel that are burdening the wholesale market of the East; but we did take advantage of the concessions offered us by Dressmakers and Tailors who had surplus materials on hand who we knew were willing to make Dresses and Suits to our order---

**In the high standard  
Jordan Way**

**Reproducing and Adopting the Newest Paris  
Models**

This co-operation brings to you the newest Styles in Fresh, Newly-Made Apparel, and at very Economical Prices.

### New Dress Materials

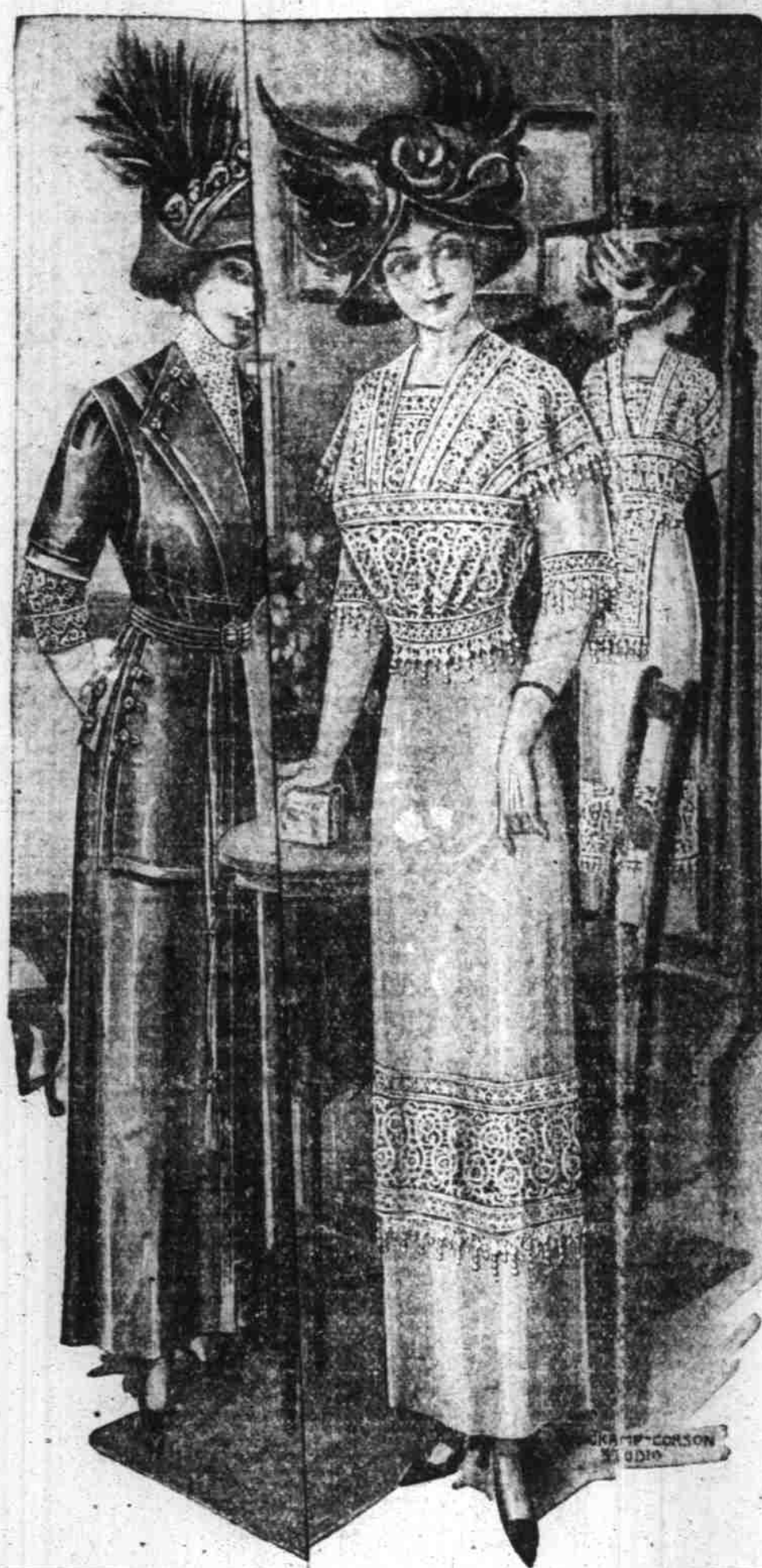
Charmeuse (very much in vogue in New York) in Black, White and Evening Shades, at \$3.50 yard.

Paisley Effects and Borders All-Silk Marquises, \$1.50 to \$3.50 yard.

New Bordered Poplins, in a variety of colorings, up to \$2.95 yard.

New Floral Effects in Satin Chines at \$1.50 yd

26-inch Messalines (all silk) excellent quality, in new shades, at 85c yard.



In Dresses, all kinds from Dainty Little Confections of Simplicity to the more elaborate Lingerie, Linen and Silk Frocks that are quite as cleverly made as were the original models by Callot, Agnes, Goupy, and Premet.

### Fine Imported Styles of Wraps and Cloaks

In Charmeuse, Light-Weight Cloths and Silks, reproduced from models by such famed artists as Paquin, Beer and Poirette.

Evening Gowns in elegant creations absolutely the latest thought from Fashion's center.

Tailor-Made Suits in Whipcords, Serges, and other light weight materials.

The selection is very large, and every garment has a distinction of its own. A great variety to choose from whether you require an average size, a little woman's, or extra large.



### Wash Goods

RATINE, the great rage everywhere, in white and colors, 65c, 75c, and \$1.00 yard.

36-inch Linen Waisting, 35c, 50c, and 60c yard.

A variety of new patterns in Batiste, Lawns, and Sherettes, 15c to 35c yard.

### Corset

We have received the New Models in the famous Madame Irene Corsets.

### Millinery

Now showing an exceptionally fine line of New Shapes and Millinery Accessories.

### Domestic Department

A Special Purchase of Table Linen, Napkins, Pillow Linen, and Linen Sheeting at attractive prices for the opening week.

## FANCY DEPARTMENT

### Ratines

White, Ecrú Arabian from Narrow to 40 inches. Optional values.

### New Plaited Frilling

White and Ecrú, various widths. 25c to \$1.00 yd.

### Dainty French Scarfs

About 30" in all; each of different. High grade goods, moderately priced.

### New Parasols

We will show a charming line of new ideas in Parasols, some quite pricey, others desperately cheap.

### New Veilings

A dainty stock of new shadow Veilings; Black, White and all colors, from 25c to \$1.00 yd.

### Neckwear

The finest line we have ever shown. Domestic as well as Imported Hand-Made. Anything that is new in Neckwear will be found right here.



Have You Seen Our \$1.00 Silk Socks

## Opening Day Monday

Tans and Black Silk Hose 3 pairs \$1.00

The favor of your inspection will be much appreciated.

Our Standing Policy---Money cheerfully refunded if not well satisfied.



McCall  
Patterns

# JORDAN'S

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